

THE AMENDMENTS

Please cancel claims 1, 6-11, 13, 15-18, 20-23, 25, 28-31, 33, 34, 36-40, 42 and 44-48.

In the Claims:

1-18. (Cancelled)

19. (Currently Amended) An Internet message delivery method, comprising:

- (a) logging in a first viewer from one or more viewing stations, wherein said viewing station further comprises a personal computer operatively connected to the Internet;
- (b) delivering viewing behavior information of the first viewer from one or more viewing stations which the first viewer is using to a processing system, wherein the processing system and the viewing station are operatively connected to each other through the Internet;
- (c) delivering demographic information regarding the first viewer to the processing system;
- (d) logging in a second viewer from one or more viewing stations of (a);
- (e) delivering viewing behavior information of a second viewer from one or more viewing stations which the second viewer is using to the processing system;
- (f) delivering demographic information regarding the second viewer to the processing system;
- (g) processing at the processing system the viewing behavior information of the first viewer and demographic information regarding the first viewer delivered to the processing system to select a first viewer multimedia message targeted to the first viewer;
- (h) processing at the processing system the viewing behavior information of the second viewer and demographic information regarding the second viewer delivered to the processing system to select a second viewer multimedia message targeted to the second viewer; and
- (i) delivering the first viewer multimedia message to a viewing station of the first viewer;

[The method of Claim 1] wherein (i) includes presenting the first viewer multimedia messages when there is a break in the availability of the multimedia content for presentation at the viewing station.

20-42. (Cancelled)

43. (Currently Amended) A presentation delivery method, comprising:

- (a) logging in by a user to a viewing station;
- (b) delivering a sponsored message over the Internet to the viewing station;
- (c) pre-caching the delivered message at the viewing station;
- (d) delivering multimedia content over the Internet to the viewing station;
- (e) presenting the delivered multimedia content at the viewing station; and
- (f) presenting the pre-cached message at the viewing station at a time when the multimedia content is at least substantially not available;

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[The method of Claim 39] wherein the multimedia content is not available because (d) includes a break in the delivering of the multimedia content.

44-50. (Cancelled)
